

**CALIFORNIA HIGH-SPEED RAIL AUTHORITY
DUTY STATEMENT**

RPA # 22-045

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH Central Valley Region	LOCATION Fresno
WORKING TITLE Information Officer	POSITION NUMBER 311-620-5601-009	EFFECTIVE DATE 09/22/21

GENERAL STATEMENT:

Under the direction of the Information Officer II within the Central Valley Regional Office, the Information Officer I will assist with the California High-Speed Rail Authority's (Authority) comprehensive media and communications program. While the incumbent will report directly to and receive assignments from the Information Officer II, direction and assignments may also come directly from the Central Valley Deputy Regional Director. The incumbent will research, plan, write, edit, and prepare a wide range of informational materials for dissemination to the media, stakeholders and the public regarding the activities and objectives of the California high-speed rail program. The incumbent will be responsible for preparing talking points, preparing digital content for review, writing press releases, and will be responsible for developing and pitching stories to local, regional and non-traditional media outlets. The incumbent will also assist with the planning and execution of official events, managing and drafting of correspondence and other duties as required.

TYPICAL DUTIES:

Percentage Job Description
Essential (E)/Marginal (M)

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| 40% (E) | <ul style="list-style-type: none">• Plan, organize and coordinate the implementation of a comprehensive public information program in the field and in partnership with the Authority's headquarters to engage stakeholders in the region.• Serve as media contact and/or spokesperson for the Authority at the direction of the Information Officer II, and the Deputy Regional Director regarding issues generally related to high-speed rail.• Responsible for researching and formulating responses to media issues and inquiries, generally related to, but not limited to high-speed rail in coordination with relevant technical staff.• Assist in developing strategic communication and media plans to pitch news stories to media outlets, developing and disseminating information |
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- via print, TV, radio, and social media. This includes the identification of potential target audiences, the appropriate communication tools, and the proper timing and identification of staff to respond to media issues and inquiries.
 - Visit various construction sites throughout the Central Valley to compile photos, video and interviews for the Authority's website and social media platforms.
- 25% (E)
- Research, develop, analyze, write and edit briefing papers, letters to the editor, opinions and editorials (op eds), talking points, PowerPoint presentations, speeches, news and video releases, media advisories/releases, fact sheets, video scripts, newsletters, strategic media responses and other written materials as required for both external and internal audiences.
 - Assists with the development of special projects, such as social media campaigns, the development of fact sheets and other marketing materials.
- 20% (E)
- Perform various technical tasks related to departmental responses to records requests received pursuant to the California Public Records Act (PRA).
 - Research, collect, organize and maintain files and technical data pursuant to PRA requests. Redact any confidential material prior to records releases as defined in the PRA.
- 10% (E)
- Assist with the updates and maintenance of the Authority's webpages.
 - Represents the Authority and attends public meetings within the Central Valley and throughout the state when required and serves as the point of contact for media at those events. This includes assisting with documentation of the high-speed rail by taking photos/video at events, meetings, etc.
- 5% (M)
- Performs other job-related duties as required, including back-up support to the Information Officer II, and the Regional Director and Deputy Director.

KNOWLEDGE AND ABILITIES:

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

Ability to: Write, edit, and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television, and other information material; speak

effectively; analyze data; assume responsibility for the administration of a public information program.

DESIRABLE QUALIFICATIONS:

- General knowledge of communication theory.
- Ability to strategically and accurately convey the Authority's policies, procedures and practices to a broad audience.
- Knowledge of public and media affairs concepts.
- Ability to analyze issues for their newsworthiness and potential impact to the Authority.
- Exceptional written and oral communication skills.
- Knowledge of news writing principles and copywriting experience.
- Ability to utilize and capitalize on the resources of the Authority to develop and respond to media inquiries.
- Ability to identify and resolve complex and sensitive public relations issues.
- Knowledge of the workings of print, radio, TV and social media.
- Ability to analyze data and present ideas and information effectively, both verbally and in writing.
- Ability to consult with and advise managers, supervisors and administrators upon request.
- Ability to multi-task, adapts to changes in priorities, and complete tasks with short notice.
- Able to resolve conflicts in a positive manner and maintain a high level of professional integrity.

SUPERVISION EXERCISED OVER OTHERS:

This position does not supervise; however at times incumbent may perform a lead-worker role. Additionally, the position may assist in the management and oversight of the Authority's regional communications and outreach consultants.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

This position is responsible for the public image of the Authority. Errors in judgement or insensitivity to pressing issues could result in poor articulation of the Authority's public policy, embarrass the Authority, and cause unfavorable media coverage and possible reaction from the State Legislature or the public. The incumbent should be able to make recommendations on various public and media affairs and is responsible for ensuring that the Authority's message is appropriately communicated to the media, stakeholders and the general public.

WORK ENVIRONMENT:

While at their base of operation, the incumbent will work in a climate-controlled office

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under artificial lighting. The position will often require travel within the state, particularly to various construction sites within the Central Valley, as well as the Authority's Sacramento office. This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

PHYSICAL, MENTAL, AND EMOTIONAL ABILITIES:

Must possess and maintain sufficient strength, agility, endurance, and sensory ability to perform the duties contained in this duty statement with or without reasonable accommodation.

I have read, and understand the duties listed above and can perform them either with or without reasonable accommodation. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Name of Employee:

Signature:	Date:
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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

Name of Supervisor:

Signature:	Date:
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